

OCEAN FRIENDLY GARDENS  
SOUTH ORANGE COUNTY CHAPTER  
OUTREACH PLAN FOR 2012  
PROGRAM CHAIR: MIKE EPENTER

PROGRAM OVERVIEW:

The **Ocean Friendly Gardens**™ (OFG) Program educates and assists people in "applying CPR - Conservation, Permeability and Retention - to their gardens to revive their watersheds and oceans:"

**Conservation** of water, energy and habitat through native plants (add allow some climate adapted plants), spaced for mature growth.

**Permeability** through healthy, biologically active soil, and utilizing materials for - or making a cut in - driveways, walkways and patios that allow water to percolate into the soil.

**Retention** devices like rain chains, rain barrels and rain gardens retain water in the soil for the dry seasons or save it to water veggies, preventing it from running off the property.

2012 GOALS:

1. **Communicate** benefits of OFG to chapter members, local residents, HOA's, and business's to gain support for conversion of their landscapes to OFG.
2. **Educate** and assist chapter area residents on how to obtain funding, rebates, grants and discounts associated with creating an OFG.
3. **Convert** 5 South Orange County sites, and/or 10,000 sq. ft. of landscaping, to OFG CPR standards.

2012 ACTION PLANS:

1. Create chapter OFG communication plan to include print media, internet, chapter meeting, HOA and business outreach meetings.
  - a. Hold a "lawn patrol" at Azul Dr. to show OFG conversion in action. By 3/12.
  - b. Engage media (SC and Dana point Times) in "lawn patrol" at Azul Dr. to gain print publication of program. By 3/12.
  - c. Create chapter web pages with OFG content, local examples and educational information. By 5/12.
  - d. Schedule OFG presentations at HOA's and community events. By 8/12.

2. Create data base of grants, rebates, discounts and other funding to offset cost of OFG conversions.
  - a. Research and confirm agency programs. By 3/12.
  - b. Contact nurseries and local business for discounts. By 3/12.
  - c. Compile data and publish on chapter website. By 5/12.
3. Schedule/attend meetings with SCWD, MWD, Cal Native Plant Society, City Council(s) to coordinate OFG programs. By 8/12.
4. Identify 5 OFG site candidates and provide support to begin projects. By 7/12.

**METRICS:**

- Total Number of Sites Converted Goal = 5
- Total Sq. Ft. of Landscape Converted Goal = 10,000
- Total Number of Educational Forums Conducted Goal = 10